

A Project Report

On

“A Study on Service Quality of Hotel Industry in Rourkela ”

Submitted in partial fulfillment of the requirements for the degree
of Master of Business Administration (MBA)

By

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April, 2015**

DECLARATION

I do here by declare that this project report entitled — **“A Study on Service Quality of Hotel Industry in Rourkela”** under the guidance of Professor S.H. Uzma is my genuine work & is not submitted to anywhere else before. I have done this project for the partial fulfillment of requirement of my course curriculum of Master of Business Administration in Marketing from School Of Management, NIT Rourkela.

Place:
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CERTIFICATE

This to certify that the project entitled — **“A Study on Service Quality of Hotel Industry in Rourkela”** submitted by Jim Mahadev bearing roll number 313sm1003 for the partial fulfillment of the requirements for the degree of Master of Business Administration embodies the genuine work done under his supervision.

Place: Rourkela

Signature of the Guide

Date:

ACKNOWLEDGEMENT

Successful completion of any project is incomplete without the mention of those whose continuous support and help was always needed to complete the project. At the very outset I take this opportunity to convey my heartfelt gratitude to those persons whose cooperation, suggestions and support helped me to accomplish the project successfully.

An in-depth study of the project topic chosen requires continued interest and persistent guidance from the project guide. I take immense pleasure in showing my deep gratitude, sincerest thanks

& indebtedness towards Prof S.H.Uzma for her kind attention and keen interest throughout the course of this work by providing valuable guidance and continuous support that helped a lot in completion of this project.

Last, but not the least I would like to thank all the employees of different hotels of Rourkela for their cooperative nature and supportive behaviour throughout this project and also my parents, friends whose valuable guidance, motivation, encouragement and trust made me to complete this project.

Summary

This project attempts to study the service quality of hotel industry in Rourkela. Service quality is the degree and direction of discrepancy between consumers' perceptions and expectations in terms of different but relatively important dimensions of service quality. A 26-question SERVQUAL scale measuring five basic dimensions i.e., Tangibles, Reliability, Responsiveness, Assurance and Empathy of service quality was used to understand the service quality of hotel industry. Population for the study consisted of customers of 15 Hotels of Rourkela. In all 230 customers were surveyed. The findings were very surprising as. The important finding of our study is that ,in case of realibility,the customers are satisfied the maximum considering the five factors of service quality model, but in case of assurance customers are least satisfied. The sequence of satisfaction is reliability, responsiveness then tangibles then empathy finally assurance. From these findings we conclude that in terms of realiability the hotels of Rourkela are in a good position when customer satisfaction is concerned. Hotels of Rourkela have to concentrate on empathy as well as on assurance because in terms of assurance all the hotels of Rourkela have a poor rating. On the whole the industry did not match the expectations of customers. To minimize this gap between customers' perceptions and expectations customers suggested introduction of wi-fi, entertainment facilities, swimming pool, trained reliable staff, better equipment, better food, prompt service etc.

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CHAPTER 1
INTRODUCTION

INTRODUCTION

All administration associations attempt and give the best conceivable and brilliant administrations to their clients yet they frequently miss the mark regarding the clients' desires following the clients have gotten to be more mindful of their prerequisites and interest higher principles of administrations. Their observations and desires are constantly advancing, making it troublesome for the administration suppliers to gauge and deal with the administrations successfully. The idea of administration quality has been investigated by numerous scientists however because of its tricky, undefined and dynamic nature it had been hard to delimit and measure it. Thus just a modest bunch of analysts have operationalized the idea like Gronroos in 1984, Parasuraman, Zeithaml and Berry in 1988, Brown and Swartz in 1989, Carman in 1990 and Cronin and Taylor in 1992. Administration quality in its least complex structure is a result of the exertion that each individual from the association puts resources into fulfilling its clients. It additionally alludes to the conveyance of amazing or better administration relative than client expectations. Zeithaml et al in 1988 characterized administration quality as the degree and heading of error between shoppers' discernments and desires regarding diverse however moderately critical measurements of administration quality, which can influence their future conduct. Parasuraman, Zeithaml and Berry's (1988) conceptualization of five measurements: tangibles, reliability, responsiveness, assurance and empathy, in the long run prompted the advancement of SERVQUAL, a model for measuring administration quality.

SERVQUAL

SERVQUAL is an administration quality appraisal apparatus. Since the advancement of SERVQUAL, it has been widely connected in an assortment of organizations or better plans of action. SERVQUAL is the most supported instrument for measuring administration quality (Robinson, 1999). Parasuraman et al (1988) reasoned that shoppers see quality by contrasting desires to execution and assess the nature of the administration in distinctive measurements. A 22-inquiry (thing) scale measuring five fundamental measurements recorded as takes after was created:

Tangibles: The presence of the physical facilities, equipment, correspondence material and work force.

Reliability: The capacity to perform a guaranteed administration constantly and precisely.

Responsiveness: The ability to help clients and to give brief administrations.

Assurance: The learning and obligingness of representatives and their capacity to move trust and trust in the clients.

Empathy: The minding, individualized consideration a firm gives its clients.

SERVQUAL has been generally utilized by the scientists as a part of an assortment of modern and business settings like tire retailing (Carman, 1990), Hotels (Saleh and Ryan, 1992), travel and tourism (Fick and Ritchie, 1991), carservicing (Bouman and Van der Wiele, 1992), business schools (Rigotti and Pitt, 1992), data administrations (Pitt et al, 1995), advanced education (McElwee and Redman, 1993), health awareness applications (Babakus and Mangold, 1992) and numerous more. The present study utilizes Parasuraman, Zeithaml and Berry's 22-thing scale and five-measurement structure of administration quality for inspecting the exploration issue i.e. the nature of administrations offered by lodgings in Rourkela.

HOTEL INDUSTRY IN INDIA

Lodgings assume the part of giving visitors a home far from home. Furthermore, it is this office that encourages the further fascination of visitors towards a spot in light of the fact that it makes their visit more helpful. An inn alludes to a business foundation giving cabin and dinners on makeshift premise to its clients. In 1902 the "Indian inns organization" was consolidated by the organizer of the Tata bunch Mr. Jamshedji Nusserwanji Tata and the organization opened up its first property The Taj Mahal Palace and Tower, Mumbai. After this there was an upsurge in the Indian lodging industry the same number of other Indians took after the strides of Mr. Tata like Mr. Mohan Singh Oberoi who began by taking once again the excellent inn Calcutta and extended his business. Later organizations like ITC and Air India likewise wandered into this field. In the most recent couple of years the inn business has changed and grown extensively as far as the administrations it gives. India is an appealing destination for visitors on account of its rich legacy, which incorporates

the well known Taj Mahal, different sanctuaries and caverns and numerous different popular landmarks. Likewise there are a ton of representatives and authorities who visit India for business purposes on account of the exchange relations that our nation has with the world. Additionally inside our nation likewise there are individuals who make a trip starting with one state then onto the next or starting with one city then onto the next for business or recreation. Ludhiana otherwise called the Manchester of India is additionally a major mechanical city with commercial enterprises like hosiery, materials, bike and bike parts, hand devices and so forth. It is home to some huge organizations like Hero Cycles, Oswal, Trident, Vardhaman and so forth. Due to it being a mechanical city it has a great deal of business explorers from everywhere throughout the world. Also, hence it requires a decent number of inns as well as great quality lodgings to oblige these

explorers (Thapar, 2007). All these inns shift in the kind and degree of administrations they give like convenience, sustenance and refreshment administrations, stimulation, entertainment, correspondence, transportation, room administration, clothing administration, gathering and meeting game plans, emergency treatment, and so forth.

Taking a gander at the significance that Rourkela has as a modern city it is vital to know where its hotel industry remains as far as its administration quality.

CHAPTER 2

COMPANY AND PRODUCT PROFILE

HISTORY OF HOTEL INDUSTRY

The hotel industry is a mature industry marked by intense competition. Market share increases typically comes at a competitor's expense. Industry-wide, most growth occurs in the international, rather than the domestic, arena. Common American hotel classifications are as follows:

Commercial Hotels cater mainly to business clients and usually offer room service, coffee-shop, dining room, cocktail lounge, laundry and valet service as well as access to computers and fax services.

Airport Hotels are located near airports and are conveniently located to provide any level of service from just a clean room to room service and they may provide bus or limousine service to the air lines.

Conference Centers are designed to specifically provide meeting space from groups; they provide all services and equipment necessary to handle conventions.

Economy Hotels provide a limited service and are known for clean rooms at low prices meeting just the basic needs of travelers.

Suite or All-Suite Hotels are hotels which offer spacious layout and design. Business people like the setting which provides space to work and entertain separate from the bedroom.

Residential Hotels used to be very popular. The typical residential hotel offers long term accommodations.

Casino Hotels are often quite luxurious. Their main purpose is in support of the gambling operation. Casino hotels often offer top name entertainment and excellent restaurants.

Resort Hotels are the planned destination of guests, usually vacationers. This is because resorts are located at the ocean or in the mountains away from inner cities. Resort hotels may offer any form of entertainment to keep their guests happy and busy.

A summary of key events in the history of the industry would include the following:

While the practice of renting space to travelers stretches back to antiquity, what could be considered the modern concept of a hotel derives from 1794, when the City Hotel opened in New York City. While the practice of renting space was not new,

the City Hotel was purported to be the first building devoted exclusively to hotel operations. For its time, the building was quite large and possessed 73 rooms.

Similar operations soon appeared in such nearby cities as Baltimore, Boston and Philadelphia. Interestingly, New York City's first skyscraper was a hotel - the six story Adelphi Hotel.

Hotels took a distinct step up in style and class when the Tremont House opened in Boston in 1829. This hotel was considered by many to be the beginning of what was regarded as first class service. With 170 rooms, the Tremont House was a large facility. In addition, the hotel offered features which, for the time, were amazing. Private single and double rooms were available, which offered not only privacy, but also security. In addition to water pitchers and a washing bowl, free soap was provided in each room. The Tremont House offered French cuisine and, reportedly, was the first hotel to have a Bellboy.

In 1908, the Buffalo Statler opened, marking the beginning of the modern commercial hotel era. Many services now considered standard were introduced by the Statler, including such amenities as a light switch next to the door, private bath, ice water and a morning newspaper. The Statler set the standard of the day by being clean, comfortable and affordable. The Statler served as the pattern for hotel design and operation for many years.

In the 1920's, hotel building entered a boom phase and many famous hotels were opened, including the Waldorf Astoria, New York's Hotel Pennsylvania, and the Chicago Hilton and Towers, which was originally named the Stevens.

Motels began to replace roadside cabins as use of the automobile spread throughout society. Offering clean rooms with adjacent parking, motels enjoyed great popularity with the traveling public.

In the 1950's and 1960's, the practice of franchising appeared within the industry. Franchising enabled entrepreneurs to expand their operations without the use of substantial capital.

For much of their history, hotels were owned and operated by individuals. However, as franchises and chains began to appear, individually owned hotels found themselves increasingly at a competitive disadvantage. By the 1960's, independent prospects began to improve as the result referral organizations such as Quality Courts, Best Western, Master Host and Best Eastern. From the 1980's forward, mergers and acquisitions became common within the industry, and brands become hotly traded commodities. Recently, use of management companies has entered the mainstream. As a result, many chains are more involved in management than in ownership. These chains realize a much more predictable and steady income stream than had normally been yielded by ownership.

TRENDS

In the 1980's there was extensive merger and acquisition activity between hotel and non-hotel companies. Many companies are now selling specific brands in an effort to get back to their core business.

Another trend in the hotel and beverage industry is paperless inventory systems. Improvements in scanning equipment have made this possible. In many instances, ordering, delivery, payment and stocking are all initiated and accomplished by software prompted by information captured by scanning equipment with very little human involvement. Some chains have sold ownership in their hotels to foreign investors while still maintaining control. This provided the capital that was needed for further expansion. REIT's (Real Estate Investment Trusts) have been created to allow smaller investors to participate in mortgages and equities. Product segmentation has become more popular. Luxury and first class hotels have created more amenities and products for their customers while economy and budget motels have cut back services in order to maintain lower prices. Also specialized extended stay and suite hotels have become more popular. Hotels with indoor water parks are one of the newest trends. Timeshares is another segment that many hotel companies are involved with recently. The development, sale, and management of timeshares have become particularly popular with the large chains. Franchising continues to flourish in the hotel industry.

Audit issues cover a variety of areas, as would be expected. In addition to matters such as cost segregation, which impact numerous industries, hotel companies have undertaken such activities as donating used bedding as they upgrade their equipment, using trusts to defer income, delaying recognition of last day of the year receipts, franchising, condo conversion, and so forth. Several years ago, customers generally called a toll-free number to make room reservations. In 2006, about 50% of hotel rooms were booked through the internet. The number of domestic hotel rooms reserved for smokers is declining as major hotel chains are beginning to decrease their total number of smoking rooms or becoming non-smoking facilities altogether. Other recent trends in the industry include luxury mattresses, complimentary breakfast, high definition TV, high speed internet access, Wi-Fi (wireless internet access), and room suites. A recent 2006 trend is hotels re-imaging their lobbies to destination places. For example part of the lobby may be used for a breakfast area in the morning and a bar at night. This may include sliding walls, decorative lighting, and music. One reason for this is to generate more income per square foot. A July 2005 article from Knight Ridder Newspapers highlights what the major chains are upgrading in the sleep department. The article provided the following information:

- Marriott International has been replacing mattresses at its Marriott and Renaissance hotels for several years and is adding new bedding at its 2,400 hotels, including higher thread count sheets, down comforters and duvet covers at a cost of \$190 million.
- Hilton Hotels is introducing new bedding across its brand, including Hilton, Doubletree and Embassy Suites. There will be higher thread count sheets, plush top mattresses, extra pillows and user friendly clocks.
- Crown Plaza replaced some 50,000 beds and bedding in 2004, hired a sleep doctor for advice on relaxation, and tossed in a sleep kit for guests.
- Radisson in 2004 began moving in custom-designed Sleep Number beds at 230 of its hotels and resorts, with most of its 90,000 beds to be replaced by 2006. New bedding is also included in the makeover.
- Hyatt recently rolled out its Grand Bed, a 13 ½ inch pillow-top mattress, and added more luxurious linens and decorative pillows.
- Starwood Hotels announced the debut of a new bed at its moderately priced brand, Four Points by Sheraton. The Four Comfort Bed, a \$13 million investment, joins the Heavenly Bed and Sheraton Hotel's Sweet Sleeper Bed in Starwood's lineup.

- Red Roof Inns will offer pillow top mattress pads, 230 thread count sheets and hypoallergenic pillows at select hotels

Industry Term	Definition or Explanation
ADJOINING ROOMS	Guestrooms located side by side without a connecting door between them.
AFFILIATE RESERVATION SYSTEM	A hotel chain's reservation system in which all participating properties are contractually related. Each property is represented in the computer system database and is required to provide room availability data to the reservation center on a timely basis.
AFFILIATED HOTEL	A hotel that is a member of a chain, franchise, or referral system. Membership provides special advantages, particularly a national reservation system.
AMENITY	Service or item offered to guests or placed in guestrooms for the comfort and convenience of guests, and at no extra cost. Examples are various guest services (such as in-room entertainment systems, automatic check-out, free parking, concierge services, and multilingual staff) in addition to an array of personal bathroom items offered by most hotels and motels. Amenities are designed to increase a hotel's appeal, enhance a guest's stay, and encourage guests to return.
ATRIUM	A guestroom floor configuration in which rooms are laid out off a single-loaded corridor encircling a multistory lobby space; also the multistory lobby space, usually with a skylight.
AVERAGE OCCUPANCY PER ROOM	A ratio that shows the average number of paid guests for each room sold. Calculated by dividing number of paid room guests by number of rooms

Industry Term	Definition or Explanation
	sold. Measures management's ability to use the lodging facilities.
AVERAGE ROOM RATE	A ratio that indicates average room rate, and to what extent rooms are being up-sold or discounted; calculated by dividing rooms' revenue by number of rooms sold. Also called average daily rate or ADR.
BANQUET	A meal prepared for a particular group, for which the number of guests and the menu are predetermined. Most properties offering banquet service have special facilities for banquet food production and service.
BARTER	The trading of merchandise instead of paying cash. (e.g. advertising)
BED & BREAKFAST (B&B)	A small inn or lodge that provides a room and a breakfast. Often a B&B is in a residential home setting and/or a historic building converted to a quaint lodging facility.
BILLING CLERK	The person responsible for charging to hotel guests all vouchers representing food, beverages, room service, and merchandise purchases.
CALL ACCOUNTING SYSTEM	A system that is part of the telephone equipment that prices telephone calls made by hotel guests and sends the information to the property management system (PMS) for billing.
CASINO HOTEL	A hotel that features legal gambling, with the hotel operation subordinate to the gambling operation.
CENTRAL RESERVATION OFFICE	Part of an affiliate reservation network. A central reservation office typically deals directly with the public, advertises a central (usually toll-free) telephone number, provides participating properties with necessary communications

Industry Term	Definition or Explanation
	equipment, and bills properties for handling their reservations.
CHAIN OPERATING COMPANY	A firm that operates several properties, such as Holiday Inn Worldwide or Hilton Hotels Corporation. Such an operator provides both a trademark and a reservation system as an integral part of the management of its managed properties.
CHECK-IN	The procedures for a guest's arrival and registration.
CHECK-OUT	(1) The procedures for a guest's departure and the settling of his or her account. (2) A room status term indicating that the guest has settled his or her account, returned the room keys, and left the property.
COMMERCIAL HOTEL	A property, usually located in a downtown or business district, that caters primarily to business clients.
COMPLIMENTARY ROOM	A complimentary or "comp" room is an occupied room for which the guest is not charged. A hotel may offer comp rooms to a group in ratio to the total number of rooms the group occupies. One comp room may be offered for each fifty rooms occupied, for example.
CONDOMINIUM HOTEL	A hotel in which an investor takes title to a specific hotel room, which remains in the pool to be rented to transient guests whenever the investor is not using the room. The investor expects to receive a gain from the increase in value of the hotel over time, as well as receive ongoing income from the rental of his or her room.
Cooperative	Any arrangement by which a product or service

Industry Term	Definition or Explanation
advertising	is brought to public notice over the names of both the supplier and any intermediary who comes between that supplier and the ultimate purchaser. The intermediary may be a retailer who buys a product for resale, a distributor who sells to retailers or other form of intermediaries. This arrangement results in consumer advertising as well as other forms of promotion. The cost of the promotion may be shared by the supplier and the intermediary, or the supplier may pay all costs. The process commonly involves reimbursing retailers for advertising they create and place.
CORPORATE HOTEL CHAIN	Hotel organization that has its own brand or brands, which may be managed by the corporate chain or by a conglomerate.
GENERAL MANAGER	The chief operating officer of a hotel.
HOSPITALITY INDUSTRY	Lodging and food service businesses that provide short-term or transitional lodging and/or food.
HOTEL	A large lodging facility, generally a hotel is full service and a multi-story building with interior entrance guest rooms.
INDEPENDENT HOTEL	A hotel with no chain or franchise affiliation. It may be owned by an individual proprietor or a group of investors.
LATE CHARGE	Charged purchase made by a guest that is posted to the guest's folio after the guest has settled his or her account.
MID-PRICE/ EXTENDED-STAY HOTELS	Hotel that caters mostly to persons who must be in an area for a week or longer. The guestrooms of mid-price/extended-stay hotels have more living space than regular hotel guestrooms, and

Industry Term	Definition or Explanation
	may also have cooking facilities. Guestrooms in these hotels tend to be less expensive than guestrooms in full-service or all-suite hotels.
Occupancy	The percentage of available rooms occupied for a given period.
POINT OF SALE SYSTEM (POS)	Computerized systems that retail outlets such as restaurants, gift shops, etc, enter orders and maintain various accounting information. The POS generally interfaces with the property management system (PMS).
PROPERTY MANAGEMENT SYSTEM (PMS)	A computerized front desk system that manages hotel room inventory, guest billing and interfaces with various other systems such as telephone, call accounting, point of sale (POS), entertainment, etc.
PROPRIETARY BOOKING ENGINE	A internet reservation system that is owned and operated by an individual hotel or group of hotels to allow them to take reservation on their own website without paying a fee to the GDS, third party booking engines or franchise reservation systems.
RACK RATE	The current public rate quoted for each accommodation as established by the property's management. However, most rooms are discounted. (i.e. rented at less than the rate rack)
RESERVATIONS	A guestroom that being held under an individual or business' name at a particular hotel for a specific date or range of dates.
RESORT HOTEL	A hotel, usually located in a desirable vacation spot, that offers fine dining, exceptional service, activities unavailable at most other properties, and many amenities.
ROOM	A device that uses infrared light or ultrasonic

Industry Term	Definition or Explanation
OCCUPANCY SENSOR	sound waves to sense the physical occupancy of a room. Sensors have the ability to turn on devices and appliances such as lights, air conditioning, and heating whenever a guest enters a space, and to turn these devices and appliances off when the guest leaves.
ROOM RACK	A card index system that is constantly updated to reflect occupied and vacant rooms. In the evening, the room rack contains forms for only those registered guests remaining for the night who are to be charged for rooms. A daily room report can be prepared from the room rack.
ROOMS MANAGEMENT MODULE	A front office application of a computer-based property management system. The module (a) maintains up-to-date information on the status of rooms, (b) assists in the assignment of rooms during registration, and (c) helps coordinate various guest services.
SERVICE CHARGE	A percentage of the bill (usually 15% to 20%) added to the guest charge for distribution to service employees in lieu of direct tipping.
THIRD PARTY BOOKING ENGINE	An internet site that provides a booking engine where a traveler can search a large number of lodging facilities for availability and reserve a room. The lodging facilities are not affiliated with the site and pay a fee for the business that the third party site generates. Examples of third party sites include: hotels.com, priceline.com.
Transient Occupancy Tax	City or County tax added to the price of a hotel room.
WATERPARK HOTEL	A hotel that offers large recreational water elements such large pools, multiple pools, slides or other water related venues.

ACCOUNTING PRINCIPLES

The lodging industry was reportedly one of the first industries to develop “definitive standards to provide specific guidance to accountants and operators. The standards evolved because uniformity of layout and presentation were, and are, still not stressed under U.S. Generally Accepted Accounting Principles (GAAP).”; Those standards were and are contained in the Uniform System of Accounts for the Lodging Industry (USALI), which is published by the American Hotel and Motel Association. While the accounting profession may not have seen fit to develop GAAP standards specifically applicable to the lodging industry, the USALI has been widely adopted within the industry. Although there is no requirement that a lodging operator use the USALI, the degree of compliance with this time-tested, turnkey system is substantial. The primary reason for widespread adoption of the USALI has been comparability. Lodging operators tend to use financial statement data generated by competitors as a benchmark against which to measure their own operations. If comparability is lacking, then there are no benchmarks. Additionally, while the system was developed for use within the United States, many hotel operators around the world have adopted the USALI. Financial statements prepared for external users, are based on GAAP. In addition to other items commonly found in most financial statements, lodging industry financials are likely to report on such items as China, Glassware, Silver, Linen, and Uniforms (CGSLU), and the House Bank. The USALI is a highly departmentalized system of accounting, and includes Departmental Statements of Income. There are two main department classifications in a hotel: operating and overhead. The operating (revenue-producing) departments include rooms, food and beverage, telecommunications, and similar departments. The overhead departments include administrative and general, data processing, human resources, transportation, marketing, guest entertainment, energy costs, and property operation and maintenance.

TYPE OF HOTEL INDUSTRY

There are two ways to categorize hotels: by functions or by star ratings

By functions, hotel has been classified into several types as follows:

- Commercial Hotel
- Airport Hotel
- Conference Center
- Economy Hotel
- Suite or All-Suite Hotel
- Residential Hotel or Apartment Hotel
- Casino Hotel
- Resort Hotel

Commercial Hotel:

A chain of hotels which have standardized service and amenity structures

Airport Hotel:

Hotel near the airport but it does not have to be connected or adjacent to the airport (although some are); it could be located up to five miles away. Most airport hotels have a shuttle to and from the terminals (Charlyn Keating Chisholm, about.com. guide)

Conference Center:

A specialized hotel (usually in a less busy but easily accessible location) designed and built almost exclusively to host conferences, exhibitions, large meetings, seminars, training sessions, etc. A conference center often also provides office facilities and a range of leisure activities

Economy Hotel:

A hotel offering few amenities (J.K. Krishan, "Dictionary of Tourism", Gyan Books, 2005)

Suite or All-Suite Hotel:

A hotel in which every rooms has an attached living room and/or kitchen

Residential Hotel or Apartment Hotel:

A serviced apartment complex uses a hotel-style booking system. It is similar to renting an apartment, but with no fixed contracts and occupants can 'check-out' whenever they wish.

Casino Hotel:

A business establishment combines a casino and a hotel or a building that houses both a hotel and a casino.

Resort Hotel:

A hotel caters primarily to vacationers and tourist and typically offers more recreational amenities and services in a more aesthetically pleasing setting, than

other hotels. These hotels are located in attractive and natural tourism destinations and their clientele are groups and couples that like adventure with sophistication and comfort. The attractions vary depending on the region and some might offer golf, tennis, scuba diving and, depending on the natural surroundings, may also arrange other recreational activities.

By **Star Ratings**, hotel has been classified into several types as follows:

- Five Star Hotel
- Four Star Hotel
- Three Star Hotel
- Two Star Hotel
- One Star Hotel
- No Category Hotels

Five Star Hotel:

Luxury hotels; most expensive hotels/resorts in the world; numerous extras to enhance the quality of the client's stay, for example, some have private golf courses and even a small private airport. (“Hotel Glossary of Terms”, Marsh)

Four Star Hotel:

First class hotels; expensive (by middle-class standards); has all of the previously mentioned services; has many "luxury" services, for example, massages or a health spa.

Three Star Hotel:

Middle class hotels; moderately priced; has daily maid service, room service, and may have dry-cleaning, internet access and a swimming pool. (“Hotel Glossary of Terms”, Marsh)

Two Star Hotel:

Budget hotels; slightly more expensive; usually has maid service daily. (“Hotel Glossary of Terms”, Marsh)

One Star Hotel:

Low budget hotels; inexpensive; may not have maid service or room service. (“Hotel Glossary of Terms”, Marsh)

CHAPTER 3
LITERATURE REVIEW

LITERATURE REVIEW

Friendliness administrations are a congruous mixture of three components material items, conduct and state of mind of workers and the earth (Reuland et al, 1985). E I Farra in 1996 found that cost was the most essential component which impacts the support of medium estimated inns by clients. Numerous studies have been led on the administration quality issues of inns, yet not very many have been led in India.

Thomson and Thomson in 1995 led a study on quality issues of nine inns in Wellington, New Zealand and Juwaheer in 2004 examined the key significance of administration quality in lodgings of Mauritius. Shergill (2004) analyzed voyagers' discernments when assessing the administration nature of lodgings in New Zealand and recognized elements considered critical to clients utilizing element examination. Davidson (2003 a) contended that there was a causal connection between great authoritative atmosphere and the level of administration quality in an inn. In another study Davidson (2003 b) inspected the administration quality in inns furthermore joined consumer loyalty in authoritative society and atmosphere.

SERVQUAL was thought to be the most proper instrument to quantify administration nature of inns (Fernandez, 2005). Knutson et al (1991) utilized SERVQUAL to make a cabin particular instrument called LODGSERV which is a 26 thing record intended to quantify shopper desires for the administration quality in the lodging knowledge. From the audit of writing on quality, it has been discovered that early research endeavors focused on characterizing and measuring the quality in the assembling part. Despite the fact that orderly quality endeavors began in the assembling area in the 1920s, exploration in administrations began to develop in the late 1970s in a few sections of the world (Gummesson, 1991). Since, particularly in the industrialized countries, in the course of recent decades, the administration part has turned into the predominant component of the economy, and the studies uncovered that administration quality is an essential for achievement and survival in today's focused surroundings, the enthusiasm for administration quality has expanded perceptibly (Ghobadian et al., 1994). Exploration demonstrates that administration quality prompts client reliability and fascination of new clients, positive informal, representative fulfillment and responsibility, improved corporate picture, diminished expenses, and expanded business execution (Berry et al., 1989). The experimental examination directed by the Strategic Planning Institute has

uncovered the positive relationship between saw quality and an association's budgetary execution (Berry, 1991). The extraordinary Profit Impact of Marketing Strategy project of the foundation has reasoned that organizations with saw amazing merchandise and administrations regularly had higher piece of the pie, higher quantifiable profit and resource turnover than organizations with saw low quality. This prompted the conclusion that in the long haul, the most imperative element influencing business execution is the nature of merchandise and administrations offered by the association, in respect to its rivals (Juran and Gryna, 1993). Regardless of the expanding significance of the administration part and of the criticalness of value as a focused variable, administration quality ideas are not all around created (Ghobadian et al., 1994). Since administration quality is a slippery idea, there is extensive level headed discussion in the pertinent writing about how best to conceptualize this sensation. In spite of the fact that an allembracing meaning of administration quality is unrealistic yet, meanings of administration quality proposed via scientists spin around the thought that it is the aftereffect of the examination clients make between their desires about an administration and their view of the way the administration has been performed (Lewis and Booms, 1983; Groenroos, 1984; Parasuraman et al., 1985, 1988). This imparted point achieves a wide agreement that administration quality must be characterized from the client's viewpoint. In this manner, an awesome greater part of examination spotlights on the topic of how administration quality saw by clients and how seen administration quality can be measured (Stauss and Weinlich, 1997). Administration quality can't be impartially measured as can produced merchandise and thusly it remains a moderately subtle and theoretical build (Zeithaml et al., 1990). The assessment of value for administrations is more unpredictable than for items as a result of their inborn nature of heterogeneity, intertwined state of creation and utilization, perishability and impalpability (Frochot and Hughes, 2000). These recognizing qualities of administrations make it hard to characterize and measure administration quality. In the lodging business, different traits, for example, uncertain gauges, short dispersion channel, dependability and consistency, up close and personal cooperation and data trade, and fluctuating interest have been distinguished and further confuse the assignment of characterizing, conveying and measuring administration quality. In addition, interest for administration in the inn business is for the most part bunched around crest times of the day, week or year, for example, registration, registration times or Christmas season and these top periods make a situation which

makes it hard to give reliable administration quality (Barrington and Olsen, 1987; Mei et al., 1999).

As rivalry is expanding and enhancing the nature of administrations offered is getting to be more imperative for the inn business, it is vital to have the capacity to characterize the administration quality, distinguish the measurements of the administration quality and their relative significance for clients (Fick and Ritchie, 1991). Having learning about these regions could help administrators in the test of enhancing the administration quality in the inn business (Asubonteng et al., 1996)

2. Measuring administration quality in the inn business Accessible writing gives a lot of administration quality estimation systems proposed by different specialists (Erto and Vanacore, 2002; Parasuraman et al., 1985; Philip and Hazlett, 1997; Cronin and Taylor, 1992; Franceschini and Rossetto, 1997; Teas, 1994; Schvaneveldt et al., 1991). These strategies can be extensively classified in two gatherings, as occurrence based alternately trait based administration quality estimation routines (Stauss and Weinlich, 1997). The occurrence based routines use the occurrences that clients involvement in administration contact circumstances. Characteristic based routines exist in a wide range of variations. Among these variations, the SERVQUAL instrument has pulled in the best consideration as a consequence of its claim of having the capacity to quantify the pertinent measurements of the seen administration quality, paying little respect to which benefit industry is being viewed as (Gilbert also, Wong, 2002; Tsang and Qu, 2000; Brown and Swartz, 1989; Carman, 1990; Parasuraman et al., 1988, 1991, 1994a). The SERVQUAL instrument still proceeds to speak to both scholastics and professionals in spite of various reactions pointed at the scale (Caruana et al., 2000). As of late, various studies have concentrated on administration quality in the lodging business (e.g., Juwaheer, 2004; Ekinci et al., 2003; Tsang and Qu, 2000; Mei et al., 1999). The results of these studies have delivered a few commitments in connection to comprehension the dimensional structure of administration nature of inns. In the meantime, these studies have demonstrated that there power have been diverse quality measurements to manage for the inns that serve to distinctive markets and along these lines fall into diverse fragments of the lodging business for example, resort lodgings, motels, airplane terminal inns, tradition inns, and so forth which all have recognizing qualities. These studies have likewise demonstrated that, in lodging setting, some of quality measurements were not quite the same as the five

measurements portrayed by the first SERVQUAL specialists. Akan (1995) arranged a poll adjusted from the SERVQUAL instrument and researched the use of the SERVQUAL instrument in a global situation. The creator expected to look at the measurements of the SERVQUAL and measure the level of significance of the measurements for the clients of Turkish four- and five-star inns. The study recognized seven measurements, named as "graciousness and ability of the staff", "correspondence and exchanges", "tangibles", "knowing and comprehension the client", "precision and velocity of administration", "answers for issues", and "exactness of lodging reservations". Among these, "obligingness also, ability of lodging work force" was the most vital property affecting the impression of value. Mei et al. (1999) inspected the measurements of administration quality in the inn business in Australia. They utilized the SERVQUAL instrument as an establishment and built up another scale called HOLSERV scale, another instrument to gauge administration quality in the inn industry. As the key discoveries of their study, the creators reasoned that administration quality was spoken to by three measurements in the lodging business, identifying with "representatives", "tangibles" what's more, "unwavering quality", and the best indicator of general administration quality was the measurement alluded to as "workers". Saleh and Ryan (1992) directed a study in the inn business what's more, distinguished five measurements of administration quality. On the other hand, the measurements they found were "gaiety", "tangibles", "consolation", "maintain a strategic distance from mockery" and "compassion", and they varied from those in SERVQUAL instrument. Their study likewise uncovered that the "gaiety" measurement represented the vast majority of the difference. Knutson et al. (1990), utilizing SERVQUAL as an establishment, created LODGSERV, an instrument intended to measure administration quality in the lodging business. In their study, five administration quality measurements risen, among them "dependability" positioned first in pecking order of significance for assessing the administration quality, took after by "affirmation", "responsiveness", "tangibles", and "sympathy". Patton et al. (1994) made an interpretation of LODGSERV into Japanese and Chinese and directed the instrument in Japan, Taiwan, Hong Kong, Australia and the UK. Their discoveries mirrored that LODGSERV holds its dependability when controlled in societies outside the US. Oberoi and Hales (1990) built up a scale to gauge administration quality in meeting lodgings in UK. As per this study, impression of administration quality was twodimensional, what's more, comprised of "tangibles" and

"intangibles". Ekinici et al. (1998) tried the SERVQUAL instrument in two coastline Turkish resorts. Their study did not affirm the measurements in unique SERVQUAL scale. The consequences of this study have additionally suggested a two-dimensional structure, named as ""tangibles"" and ""intangibles"" for resort inn setting. Webster and Hung (1994) added to a simple to-utilize survey for measuring administration quality in inn industry. The poll was taking into account the SERVQUAL instrument. The creators field-tried the adjusted instrument and inferred that their instrument was substantial, dependable and practicable, and offer a few points of interest when contrasted and SERVQUAL. The adjusted instrument comprised of eight measurements: "tangibles", "unwavering quality", "correspondence", "responsiveness", "security", "understanding", furthermore, "comfort". Caruana et al. (2000) researched the handiness of the threecolumn design SERVQUAL instrument proposed by Parasuraman et al. in 1994. The discoveries showed that the recognition battery was the remarkable part, raising new concerns in regards to the handiness of the changed desires scale in administration quality estimation. The consequences of the study created a three-dimensional structure: "unwavering quality", "tangibles", while "responsiveness", ""affirmation"" and ""sympathy"" merging into a solitary element. Fick and Ritchie (1991) inspected both the operation of the SERVQUAL scale and its administration ramifications in four noteworthy parts of the travel and tourism industry: carrier, inn, eatery, and ski zone administrations. They found that the most critical desires concerning administration were ""unwavering quality"" and ""affirmation"" for every one of the four segments. The consequences of their exploration affirmed the fivedimensional structure and showed the value of the SERVQUAL instrument, however they likewise recognized various concerns and inadequacies. The creators reasoned that while the issues and confinements of the instrument did not nullify its handiness, consideration must be taken in the elucidation of results got from its surviving definition. They likewise presumed that SERVQUAL, and any adjustment of it, was best when contrasting firms inside a typical administration portion instead of crosswise over portions. Philip and Hazlett (1997) if an audit of the SERVQUAL instrument and clarified the dangerous territories connected with the instrument. The creators accepted that its five measurements did not satisfactorily address a portion of the more basic issues connected with the appraisal of individual administrations. general structure for evaluating the administration nature of any administration part. Armstrong et al. (1997), utilizing the SERVQUAL instrument, analyzed the effect

of ""desires"" on administration quality discernments in the Hong Kong inn industry which included multifaceted tests. They inferred that critical ""desires"" contrasts exist between social gatherings and that ""desires"" did not enhance the legitimacy of SERVQUAL. Their discoveries suggested that for inn administrations desires of administration varied from society to society. The consequences of the past studies found in applicable writing referred to above showed that alert must be taken in endeavors for enhancing administration quality in the inn business, since in inn setting some of value measurements were not the same as the five measurements depicted by the first SERVQUAL analysts, administration quality measurements vary from one fragment of inn industry to another, and for inn administrations client desires of administration contrast from society

CHAPTER 4

OBJECTIVE AND SCOPE

OBJECTIVE AND SCOPE

Hotels play the role of providing guests a home away from home. And it is this facility that facilitates the further attraction of guests towards a place because it makes their visit more convenient. A hotel refers to a commercial establishment providing lodging and meals on temporary basis to its customers. In 1902 the "Indian hotels company" was incorporated by the founder of the Tata group Mr. Jamshedji Nusserwanji Tata and the company opened up its first property The Taj Mahal Palace and Tower, Mumbai. After this there was an upsurge in the Indian hotel industry as many other Indians followed the footsteps of Mr. Tata like Mr. Mohan Singh Oberoi who started by taking over the grand hotel Calcutta and expanded his business. Later companies like ITC and Air India also ventured into this field. In the last few years the hotel industry has changed and developed considerably in terms of the services it provides. India is an attractive destination for tourists because of its rich heritage, which includes the famous Taj Mahal, various temples and caves and many other famous monuments. Also there are a lot of businessmen and officials who visit India for business purposes because of the trade relations that our country has with the world. Similarly within our country also there are people who travel from one state to another or from one city to another for business or leisure. Rourkela also known as the steel city. It is home to some big companies like RSP, Adhunik Metals, L&T etc. Because of it being an industrial city it has a lot of business travelers from all over the world. And thus it requires not only a good number of hotels but also good quality hotels to accommodate these travelers (Thapar, 2007). All these hotels vary in the kind and extent of services they provide like accommodation, food and beverage services, entertainment, recreation, communication, transportation, room service, laundry service, conference and meeting arrangements, first aid, etc. Looking at the importance that Ludhiana has as an industrial city it is important to know where its hotel industry stands in terms of its service quality. The present study was aimed at achieving the following specific objectives:

- 1 To find the importance of service quality dimensions of hotel services.
- 2 To find customers' satisfaction w.r.t hotel services.
- 3 suggest various measures for minimizing gaps between customers' perceptions and expectations.

CHAPTER 5

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

The research design of the study is descriptive in nature. The target population consists of the customers of those hotels of Rourkela. There are 15 hotels given in the list. All the hotels in the list were placed for a better result. So a total of 15 hotels were selected on the basis of single room rent. The customers from these selected hotels were selected on the basis of convenience sampling. Out of all the selected hotels in each category fifteen customers from every hotel i.e., 230 customers in all were selected. Primary data was collected using the structured and non-disguised questionnaire which was administered personally. In all 230 customers who had availed the services of these hotels were asked to fill the questionnaire on the tangibility, reliability, responsiveness, assurance and empathy parameters. These parameters have been derived from the SERVQUAL model suggested by Parasuraman, Ziethaml and Berry (1988). The statements in the model were adapted as per the hotel industry. The respondents were first asked to give weightage to the service quality dimensions like tangibility, reliability, responsiveness, assurance and empathy based on how important each of these factors was to them.

HYPOTHESIS

H1: There is significant impact of service quality dimensions on customer satisfaction with respect to Hotel Industry.

H0: There is no significant impact of service quality dimension on customer satisfaction with respect to Hotel Industry.

Overview of approach

A questionnaire for the hotel guests has been developed based on the components of the service quality in the hotel industry. Moreover, it is supported by the marketing elements SERVQUAL (Parasuraman, 1988) approach has been the most popular method for choosing because it is quite complete measure for all the service

industry. It covers all ten factors of quality of the hotel services. Therefore, the LODGING QUALITY INDEX (Getty and Thompson, 1994) has been chosen to develop the questionnaire. LODGING QUALITY INDEX not only solved some weakness of SERQUAL but also very specific for the hotel industry. The questionnaire is a complete survey of 26 questions. At the end of questionnaire are the questions about likeness of the service and suggestions from the customers.

Characteristic of survey

Sample size 230, Method of information gathering Personal interview, Online survey.

In order to identify important quality attributes for the hotel services and the different expectation of customers, a total 230 respondents were asked to participate.

. Most of respondents have had experiences with the

hotel services, they would provide an evaluable respond regarding to the services.

Moreover, the response rate was quite high, so this survey method was chosen.

The participants answered the questionnaire. Then the results was gathered from the all survey and computed for interpretation.

A self-administered questionnaire, an adapted/modified version of SERVQUAL, was used in this study to analyze the service quality expectations and perceptions of the hotel's guests. The relevant literature, survey instruments developed by past studies, and information derived from experts (academia and industry) provided the basis for developing the the questionnaire. After a review of the literature and interviews with experts, 26 service quality attributes were developed in the questionnaire. SERVQUAL instrument served as a foundation for development of questionnaire. Some attributes were reworded to make them more applicable to hotel setting and additional attributes were added to capture specific aspects of the hotel industry. The attributes were listed into fivepoint scales. This layout deviates from the SERVQUAL instrument, but, it overcomes boredom and confusion caused by two administrations in SERVQUAL. Customers were asked to rate the attributes on a five-point scale, (1) indicating „„strongly disagree““ and (5) „„strongly agree““. The fivepoint scale was also different from SERVQUAL which had seven-point scales. The respondents' assessment of overall service quality was

measured using the following question: „„Overall, how would you rate the quality of service you received in this hotel?“““

A test was undertaken to assess the reliability of the attributes, and to ensure that the wordings of the questionnaire were clear. Twenty six questionnaires were completed by the guests in accompaniment of researcher. Some problems were identified with the wordings and implications of some questions, so some minor revisions were made to avoid confusion. Reliability analysis was also applied to test the internal consistency of each of the expectation and perception attributes.

Hotel guests who checked-out from the hotel and about to leave were approached. The Software Package for the research which was used was spss used to analyze the data. Descriptive statistics analysis was used to measure guests“ expectation and perception scores. To explore the dimensionality of the 29-attribute scale, a factor analysis was performed. Validity tests how well an instrument that I developed measures the particular concept it is supposed to measure. Reliability of a scale on the other hand indicates the stability and consistency with which the instrument measures the concept and helps to assess the goodness of a measure (Sekaran, 2000). To have an idea on the internal consistency among the items and on the convergent validity of the overall scale, a reliability analysis was employed. Within-scale factor analyses were used to ensure that all indicators in the scale measure the same construct. This process is known as construct validity (Flynn et al., 1995). To test the internal consistency of each factor, a reliability analysis was employed. Based on the new factors derived from the factor analysis, a multiple regression analysis was used to identify the relative importance of the factors in predicting the overall customer satisfaction with the service quality provided.

LIMITATIONS OF THE STUDY

Although, the scope of study is vast in nature, but limited persons interviewed on random sampling basis and in some cases, selective persons interviewed as per the requirement. However, such study is completed within a specified period of time and many points might have been omitted for the scope of study in advertently. Adequate precautions have been adopted to make the study work free from bias and prejudices as far as possible.

CHAPTER 6

ANALYSIS AND INTERPRETATION

DATA ANALYSIS & INTERPRETATION

Reliability statistics

It has been found that Cronbach's alpha is 0.924, which indicates strong internal consistency among factors. This means that 92% of the variability in composite score is considered to be internally reliable variance. The result shows that the alpha value is which suggests the internal validity of the instrument is highly satisfactory.

Reliability Statistics	
Cronbach's Alpha	N of Items
.924	26

FACTOR ANALYSIS

Factor analysis of responses was used for data reduction in order to identify correlations among variables in complex sets of data (Mitchel more and Rowley, 2013) used to gauge the industrial relations. Cronbach alpha was found to be 0.924, which was well above the acceptable value of 0.70 for demonstrating internal consistency of the established scale (Nunnally, 1988). Kaiser-Meyer-Olkin ($KMO > 0.6$) and Bartlett's test of sphericity ($p < 0.05$) were used to test empirically whether the data were likely to factor well (Bikker and Thompson, 2006; Kaiser, 1974; Kline, 1994). In this study KMO measure was 0.885 indicating that the data was adequate for factor analysis. Also, Bartlett's test of sphericity ($\text{sig.} = 0.000$) indicated the significance of the study, thereby showing the validity and suitability of the responses collected. Therefore, the statistical test showed that the dimensions of instruments were likely to factor well and the questionnaire was multidimensional.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.885	
Bartlett's Test of the Hypothesis of the Independence of the Variables		30
Df	435	
Sig.	.000	

The data gathered from the main survey were analyzed through principal components factor analysis followed by varimax rotation. It basically partitions the total variance of all original variables by finding the first linear combination of variables that accounts for the maximum variance. The communalities represent the total amount of variance an original variable shares with all other variables included in the analysis. The purpose of viewing communalities is to assess whether the variables meet acceptable levels of explanation. 6 out of 30 variables had communalities less than 0.50 indicating they didn't have sufficient explanation and hence were not considered for further analysis. Below table shows the information regarding the remaining variables and their relative explanatory powers. The six factors extracted captures 70.317 %, which can be deemed sufficient in terms of

explained total variance. The six extracted factors were named reliability, responsiveness, empathy, tangibles, assurance.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.474	36.439	36.439	9.474	36.439	36.439
2	2.753	10.588	47.027	2.753	10.588	47.027
3	1.950	7.498	54.525	1.950	7.498	54.525
4	1.661	6.387	60.913	1.661	6.387	60.913
5	1.356	5.217	66.130	1.356	5.217	66.130
6	1.089	4.187	70.317	1.089	4.187	70.317

Next, varimax rotational method was employed to achieve simpler and theoretically more meaningful factor solutions. This orthogonal rotation tries to maximize the variance of each of the factors in such a way that the total amount of variance accounted for is redistributed over the six extracted factors. Table exhibits the factor loadings of the extracted factors after varimax rotation.

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
V12	.821					
V55	.782					
V56	.772					
V16	.635					
V15	.632					
V36		.804				
V37		.777				
V39		.636				
V49		.533				
V3						
V11			.719			
V26			.643			
V43			.567			
V44			.531			
V40			.513			
V46						
V29				.741		
V28				.702		
V31				.681		
V27				.638		
V47					.848	
V5					.848	
V42						.734
V19						.681
V20	.521					.663
V21						.613

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
V3	1.000	.710
V5	1.000	.887
V11	1.000	.693
V12	1.000	.745
V15	1.000	.625
V16	1.000	.741
V19	1.000	.662
V20	1.000	.754
V21	1.000	.663
V26	1.000	.731
V27	1.000	.737
V28	1.000	.726
V29	1.000	.684
V31	1.000	.556
V36	1.000	.730
V37	1.000	.707
V39	1.000	.645
V40	1.000	.736
V42	1.000	.642
V43	1.000	.629
V44	1.000	.740
V46	1.000	.546
V47	1.000	.887
V49	1.000	.629
V55	1.000	.680
V56	1.000	.798

Extraction Method: Principal Component Analysis.

Regression

A stepwise multiple regression analysis was conducted to determine the “A Study on Service Quality of Hotel Industry in Rourkela”. The five variables as reliability, responsiveness, empathy, tangibles, assurance were specified as the independent variable. with output as the dependent variable. Preliminary analyses were conducted to examine the assumptions underlying a regression model.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.561	.551	.45392

a. Predictors: (Constant), assurance, empathy, reliability, tangibles, responsiveness

ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.923	5	11.785	57.195	.000 ^b
	Residual	46.154	224	.206		
	Total	105.077	229			

a. Dependent Variable: output

b. Predictors: (Constant), assurance, empathy, reliability, tangibles, responsiveness

Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.138	.242	.573	.567
	reliability	.417	.061	.373	.000
	responsiveness	.318	.072	.321	.000
	tangibles	.188	.049	.237	.000
	empathy	.166	.048	.211	.049
	assurance	.128	.059	.209	.030

a. Dependent Variable: output

Therefore the estimated model is as below:

CUSTOMERSATISFACTION=

Constant(.138)+reliability(.417)+responsiveness(.318)+tangibles(.188)+empathy(.009)+assurance(.028)

CHAPTER 7

FINDINGS & SUGGESTIONS

Finding of the Study

It has been found that Cronbach's alpha is 0.924.

Preliminary analyses were conducted to examine the assumptions underlying a regression model. Test of Durbin-Watson valued to 1.788, as it lies within an acceptable range of 1.5 to 2.5, it was assumed that multi co linearity considerations were met and we could analyze the data using regression. The value of KMO and Bartlett's Test is .885

F-statistics (57.19) and the corresponding p-value which is highly significant (0.000) or lower than the alpha value of 0.05. This indicates that the slope of the estimated linear regression model line is not equal to zero confirming that there is linear relationship between the five predictor variables reliability, responsiveness, assurance, empathy and tangibles in respect to customer satisfaction.

The important finding of our study is that ,in case of realibility,the customers are satisfied the maximum considering the five factors of service quality model where beta value is maximum ie- .373 but in case of assurance customers are least satisfied as the beta value is .209.The sequence of satisfaction is responsiveness then tangibles then empathy.

Suggestions of the customers for improvement

- Some of the high category hotels don't have wi-fi which is a very important facility today. So this must be introduced especially in the high category hotels.
- All the hotels in this category are not providing very good entertainment services therefore these should be introduced. E.g. indoor games like pool, table tennis, video games etc. and outdoor games like badminton, basketball etc.
- The high category hotels must introduce swimming pool and health club.
- The food should be paid special attention to by selecting good cooks and having efficiently trained kitchen staff.
- Staff should smile and be polite while serving.
- Privilege discount card should be introduced.

The hotels should have reliable and dependable staff that is honest and diligent.

- More entertainment facilities should be introduced.
- The hotels must make promises which it knows it can easily achieve and must perform all its services at the promised time.
- Some hotels lack in terms of the privacy they provide. Care should be taken to make sure that the guests don't get disturbed and are given proper privacy.

- The staff should be kept aware about the latest developments in and around the hotel so that they have enough knowledge to be able to answer their guests' queries.
- The hotel staff should be regularly made to realize what the hotel's main aim is. They must be told about the importance a customer holds for their hotel so that the staff is more willing to serve the guests well.
- The food should be improved Care must be taken to avoid unnecessary delays in delivering a service.
- The staff should be encouraged to serve with a smile and be polite with the customers.
- The staff should be kept aware about the latest developments in and around the hotel so that they have enough knowledge to be able to answer their guests' queries.
- The hotel should try and focus on the specific demands of its customers. This will help it to differentiate itself from the others and will provide customers with better satisfaction.
- More variety should be introduced in the food items

CHAPTER 8

CONCLUSION

CONCLUSION

The study concludes that the hotel industry of Rourkela is not performing as per the customers' expectations on any of the service quality dimensions. There is a lot more that the customers expect from the hotels. Since Rourkela is a major industrial city therefore it must have good quality hotels. To improve their performance, the hotels need to focus more on tangibles e.g. they must introduce wi-fi facility which is a necessity today, swimming pool, health club, more entertainment facilities etc. Also they must have well trained, groomed and reliable staff. This will help the hotels to focus better on the other dimensions. The hotel industry is witnessing a boom in Odisha in both the five star and budget hotels. The state has emerged as a favourite

destination for visitors. Rourkela is emerging as one of the most preferred cities for the hospitality industry. The arrival of big-ticket hotel brands (both luxury and budget) could yield a slew of spin-off benefits for the city's hospitality fortunes, by improving the service quality. And this may further spark a chain reaction for the present hospitality players to improve upon their service quality. The important finding of our study is that, in case of reliability, the customers are satisfied the maximum considering the five factors of service quality model where beta value is maximum i.e. .373 but in case of assurance customers are least satisfied as the beta value is .209. The sequence of satisfaction is responsiveness then tangibles then empathy. From these findings we conclude that in terms of reliability the hotels of Rourkela are in a good position when customer satisfaction is concerned. Hotels of Rourkela have to concentrate on empathy as well as on assurance because in terms of assurance all the hotels of Rourkela have a poor rating.

QUESTIONNAIRE

This survey is part of the research on the Service quality and customer satisfaction in the hotel industry. Through this survey I wish to analyze these determinants from a customer's perspective. The survey is anonymous and all the information provided will be kept confidential and will not be shared with any other party in any case. I greatly appreciated your help for completing the survey!

DIMENSION	QUESTIONS	Strongly agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Tangible	The front desk was visually appealing					
	The employees had clean, neat uniforms					
	The restaurant's atmosphere was inviting					
	The hotel's interior and exterior were well maintained					
	The outdoor surroundings were visually attractive					
Reliability	My reservation was handled efficiently					
	My guest room was ready as promised					
	TV, radio, A/C, lights, and other mechanical equipment worked properly					
	I got what I paid for					
	The hotel provided a safe environment					

Responsive ness	Employees responded promptly to my requests					
	Informative literature about the hotel was provided					
	Employees were willing to answer my questions					
	Employees responded quickly to solve my problems					
	Room service was prompt					
Assurance	Employees knew about local places of interest					
	Employees treated me with respect					
	Employees were polite when answering my questions					
	The facilities were conveniently located					
Empathy	Charges on my account were clearly explained					
	I received undivided attention at the front desk					
	Reservationists tried to find out my					

	particular needs					
	Employees anticipated my needs					
Overall Aspect	I am satisfied with the service quality					

Suggestions:

LIST OF HOTELS IN ROURKELA USED FOR SURVEY PURPOSE

Mayfair Hotel

Hotel Anurag

Hotel Brindaban

Hotel Radhika regency

Hotel Regency Inn

Hotel Shubham

Hotel MN International

The Central Park

Hotel Aastha

Paantha Nivas

Hotel Solace

Hotel Sukhsagar

Hotel Steel City

Hotel Mantra Palace

Hotel Disha

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